INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

NO. 1606 — Washington, D. C. — October 20, 1956

Corn Canners Praise N.C.A. Efforts, Seek Action on Sales to Government

A special task committee of representative corn canners to work with the N.C.A. staff and with government personnel exploring possibilities for assistance in moving the current corn pack will shortly be appointed by President William U. Hudson. This was the unanimous request of corn canners from more than 30 companies, small, medium and large, representing most of the corn areas, who met in Chicago October 18, at an N.C.A.-sponsored meeting, presided over by Vice President A. Edward Brown. In addition to the canners, four of the state secretaries were present.

The group expressed to Executive Secretary Carlos Campbell and the N.C.A. staff appreciation for arranging the meeting and complimented the Association and the Can Manufacturers Institute for the special corn promotions that have already been started. Mr. Campbell, Chief Counsel H. Thomas Austern, and Robert B. Heiney reported to the meeting on various phases of the current canned corn situation.

The request for the special task committee was made by the canners following a short but intent discussion. The appointment of the committee and its progress will be reported in the INFORMATION LETTER, as developments occur.

Reports of recent activities launched in the promotion of canned corn were made by Katherine R. Smith of the N.C.A. Consumer Service Division; Don Callahan of Dudley-Anderson-Yutzy, the public relations agency for N.C.A.; and John Dingee of the Can Manufacturers Institute.

Dr. H. L. Stier, director of the N.C.A. Statistics Division, presented a statistical summary of sweet corn production for processing and recent trends in packs, supply, shipments and exports He pointed out that the large 1956 supply could be attributed to one statistic—the 3.82 ton yield per acre this season. This was an all-time high and 27 percent above the U. S. average for 1955. He said that with average yields, the 17 percent

(Please turn to page 329)

FDA Order Establishing Standards for Figs

The Food and Drug Administration has received no objection to its order establishing a definition and standard of identity for canned figs, and therefore has made the standards effective November 7.

The text of the proposed standards was published in the INFORMATION LETTER of July 14, page 256.

USDA Projects Changes in U. S. Eating Habits by 1975

The USDA has estimated that by 1975 about 40 percent more fruits and vegetables will be needed to feed a population one-third larger than today's.

This was indicated by Dr. Byron T. Shaw, Administrator of USDA's Agricultural Research Service, in an address October 15. He said that a committee on research evaluation had been established in the Department last March, and that one of its first tasks was to project future food and fiber requirements.

Dr. Shaw explained:

"Requirements for farm products, projected to 1975, indicate that we might need to produce 50 percent more beef than we averaged in 1951-53; about 40 percent more pork; 25 percent more sheep and lambs; a third more milk; and around 50 percent more poultry products. Altogether, production of livestock and livestock products in 1975 probably should run about 45 percent higher than the average in 1951-53.

"We may need to produce 40 to 45 percent more truck crops—tomatoes, and leafy greens and yellow vegetables—than we raised in the 1951-53 period. We may need nearly 40 percent more fruit and nuts.

"For cotton, we may need only 10 to 15 percent more than our average production in 1951-53.

"Those are all projected increases. On the other side, if present consumption trends continue, we probably could meet our requirements for wheat and rice with about a tenth less than our production averaged in

(Please turn to page 328)

Edward E. Willkie Dies; 1954 President of N.C.A.

Edward E. Willkie, 59, 1954 President of the N.C.A., widely known and deeply respected for a lifetime of outstanding services to the Association and the industry, died suddenly from a heart attack at his home in Bellingham, Wash., on October 15. He had been mildly afflicted with influenza for about a week and had been in and out of his office during that period, but his illness had not been considered serious. Executive Secretary Carlos Campbell, in Seattle on N.C.A. business, talked with Mr. Willkie by telephone just an hour before his death, and found him seemingly in good spirits and condition.

Mr. Willkie's passing was a great shock to hundreds in the trade and

(Please turn to page 328)

Suggestions for Observing National Farm-City Week

Enlosed with this issue of the INFORMATION LETTER is a folder suggesting ways in which canners may participate in National Farm-City Week, November 16-22. Local observances of this event will enable canners to emphasize the community of interest which exists between rural and urban segments of society. Because of their important roles in processing and marketing farm products to city consumers, canners should want to take a special part in Farm-City Week celebrations.

Edward E. Willkie Dies

(Concluded from page 327)

in the nation who knew him as an impressive food industry leader. Scores of canners and trade figures from the Northwest and West Coast sections attended the funeral October 18 at Bellingham. Members of the staff of the Northwest Branch of N.C.A. at Seattle, and most of the membership of the Advisory Board to the Northwest Branch were present. Mr. Campbell served as a pallbearer at a second service held at LaGrange, Ill., October 20, attended by many midwestern, eastern and southern canners.

Mr. Willkie was greatly admired for his frank, candid approach to all problems. He had a remarkable facility for appraising situations rapidly but thoroughly. His judgments, though prompt, were sound. He was rugged and courageous in defense of his position, and had a gift for swift and witty elimination of nonessentials. He was a hard worker and aggressive. His contributions to the success of Association programs will long be remembered, as will his gift for challenging and evocative public utterances.

All these qualities were demonstrated throughout a long period of committee, Board, Council and officership service. His record is impressive:

Planning and Resolutions Committees, 1945-46; Fishery Products Committee, 1946-48; Public Relations Committee, 1947-49; Administrative Council, 1949-56; Finance Committee, 1949-56 (Chairman, 1955); Executive Committee, 1949-51; Board of Directors and Home Economics Committee, 1949-52; War Mobilization Committee, 1950-52; and Convention and Trust Indenture Committees, 1952.

Mr. Willkie's understanding and his special concept of the functions of a trade association were impressively revealed during his service with the above N.C.A. groups, and in 1953 the members elected him vice president. In 1954 he served with distinction as President of N.C.A. During his term, the Consumer and Trade Relations Program was launched and attempts to control production of canning crops on diverted acreage and to authorize federal marketing orders for fruits and vegetables for processing were successfully opposed by the N.C.A.

Earlier, in 1945 and 1946, Mr. Willkie had served as president of the Evaporated Milk Association. He had also served as a member of the OPS Industry Advisory Committee and on the USDA Industry Advisory Committee for Canned Fruits and Vegetables during the Korean emergency.

Mr. Willkie, born December 25, 1896, near Elwood, Ind., was the fifth of six children, and was five years younger than his famous brother, the late Wendell Willkie, 1940 Republican nominee for the presidency.

His father operated a small tomato cannery on the outskirts of the town and Edward had his first canning experience there during boyhood summer vacations. He attended Elwood High School and Indiana University, and graduated from the U. S. Naval Academy in 1921.

While at the Naval Academy he was a varsity football guard and on several All-American selections. He participated in other sports at Annapolis and represented the United States as a heavyweight wrestler in 1920 at the Olympic Games in Antwerp. Following services as an ensign in the U. S. Navy, Mr. Willkie went to work as a chemist for Libby, McNeill & Libby at the Morrison, Ill., factory in 1923. He was promoted to foreman of the Sheridan, Mich., plant and in 1926 became superintendent of the plant in Leer, Germany. Other European assignments followed: plant manager in Belgium in 1929; branch house sales manager in Antwerp in 1931.

After 12 years in Europe, Mr. Willkie returned to the United States and began his first year with Libby in Chicago. In 1939 he was made vice president in charge of all operations east of the Rockies and in Europe and Alaska, and became a director of the Libby organization in 1945.

In 1952 he was made president and director of Pacific American Fisheries, Inc., at Bellingham, Wash., in which position he was acting at the time of his death.

QMC Requirements for Apples and Plums

Tentative requirements for canned apples and canned plums from the 1956 pack to meet the needs of the armed forces were announced October 12 by the Department of Defense.

Procurement will be effected by the various Market Center offices of the Army Quartermaster Market Center System, with headquarters at 226 W. Jackson Blvd., Chicago 9, Ill.

Prepared by the Army QMC, the following estimated requirements, subject to modification, are listed to aid industry in planning 1956 production.

In addition to the official announcement listing estimated requirements in pounds, the requirements have been converted to cases, using conversion factors in *Army Supply Bulletin SB 10-485:*

Item	Grade	Type and/or Style	Can Size	Quantity (pounds)	Quantity (cases)
Apples	C (Standard)		6/10	15,703,000	436,194
			24/2	1,931,000	71,519
Apples, dehydrated		Type II (pie)	6/10	1,008,928	84,077
Plums	B (Choice)	Type I (purple)	6/10	2,783,000	68,716
			24/2½	431,000	9,578

U. S. Eating Habits by 1975

(Concluded from page 327)

1951-53. This outlook recognizes that we were producing more of these food grains in 1951-53 than we used.

"These projections reflect long-time trends in our eating habits. With greater use of machine power, and less of muscle power, we will continue eating more meat and livestock products, more fruits and vegetables —foods high in minerals, vitamins, and proteins. Past experience indicates that rising family income will also encourage consumption shifts of this kind.

"These projects are based on an assumed population growth of about one-third from 1951-53 to 1975. They also assume a general growth in our economy as a whole with substantial increases in real income per person. Further, no major wars or economic depressions are projected between now and 1975. The estimates take no account of the possible development of new industrial uses for farm products. We hope to make substantial gains along these lines by 1975."

Dr. Shaw said, further, that changing consumer demands will require shifts in type of farming. Shifts to fruits and vegetables would require more time and labor. The USDA is engaged now in farm management studies in various areas, covering costs, income, and returns to farmers.

SBA Loan Policies Described

The Small Business Administration explains in one of its leaflets that it can make loans to small firms only when financing is not otherwise available to them on reasonable terms.

The SBA requires, therefore, that before applying to the agency for a loan, a businessman must first seek the needed funds from his local bank or other local source of financing.

The maximum which the SBA can have committed or outstanding to any one borrower is $250,000. The interest rate of the SBA's direct business loans is 6 percent, and this is the maximum permissible rate on loans made jointly by the SBA and a bank or other private lender.

In its leaflet the SBA states:

"If the bank or other private lending source is unable or unwilling to make the requested loan, the businessman should learn whether it can or will do so if the SBA agrees to participate in the loan. The agency's participation in the loan could be on either a 'deferred' or an 'immediate' basis; that is, it might agree to purchase from the bank, at any time during a stated period, a fixed percentage of the outstanding balance of the loan, or it might agree to purchase immediately a specified percentage of the loan. However, under the Small Business Act, the agency cannot enter into an immediate participation if a deferred participation is available.

"If the bank or other financial institution will make the loan, provided that the SBA participates in it, the businessman may apply for a participation loan under the SBA's Regular Loan Plan or under the agency's Limited Loan Plan.

"If the private lender will not make a loan to the small firm, even with the SBA's participation, the firm may then apply to the agency for a direct government loan."

SBA Regional and Branch Offices

Following is a list of SBA regional offices and branch offices, with the latter listed in parentheses:

Region I—Boston

Region II—New York City (Hartford, Conn.; Syracuse, N. Y.)

Region III—Philadelphia (Pittsburgh)

Region IV—Richmond, Va. (Baltimore; Charleston, W. Va.; Charlotte, N. C.)

Region V—Atlanta, Ga. (Birmingham; Memphis; Miami; San Juan, P. R.)

Region VI—Cleveland (Louisville)

Region VII—Chicago (Davenport, Iowa; Indianapolis; Madison)

Region VIII—Minneapolis

Region IX—Kansas City, Mo. (Omaha; St. Louis; Wichita)

Region X—Dallas (Houston, Little Rock, New Orleans; Oklahoma City)

Region XI—Denver

Region XII—San Francisco (Honolulu, T. H.)

Region XIII—Seattle (Helena; Portland, Anchorage, Alaska)

Region XIV—Los Angeles

Region XV—Detroit

Special Meeting on Corn

(Concluded from page 327)

increase in acreage would have resulted in a good balance of supply with demand during the current marketing season. The record yield, however, resulted in a 48 percent increase over 1955 in tonnage of sweet corn for processing.

Other facts he presented included the following: The total carryover for all canned vegetables at the beginning of the 1956-57 season was the lowest in five years. In 1955, exports of canned corn were a record high but still amounted to the equivalent of only 226,000 cases of 24/2's to 23 countries. Fresh market production of the 1956 fall crop of sweet corn is 23 percent above a year ago. The number of farmers producing sweet corn for processing is estimated to exceed 30,000.

Kenneth Schaible of the USDA's Fruit and Vegetable Branch reported that consideration is being given canned corn in the USDA purchase programs.

Charles M. Ernst of USDA stated that N.C.A.'s recommendation to place corn on the Plentiful Foods list is under consideration, and may be decided when the Review Board meets October 25. In that case it would go on the December list, to be released in late November. Assurance will be needed that the industry will come in with a January effort on merchandising and publicity.

William H. Kelley, director of the Small Business Administration's Chicago regional office, told of the agency's lending policies and procedures, and answered questions.

Recent and current efforts to obtain newspaper publicity for canned corn were reported respectively by Miss Smith, Mr. Callahan and Mr. Dingee. Similar efforts in the field of magazines, syndicates, supplements and radio-TV were indicated. Contact work with editors, writers and broadcasters of food columns and programs has been in progress in recent weeks and is being stepped up by all industry promotion programs.

Both Mr. Callahan and Mr. Dingee reported on respective efforts of their organizations in the field of merchandising and distributor and retailer contacts. A letter bringing the corn situation to the attention of members of the Operations Committee of the N.C.A. Consumer and Trade Relations Program and requesting them to generate retail promotion and activate trade support was cited. Personal contacts have been made by C.M.I. with chain and supermarket executives in several large cities and this work is continuous.

The C.M.I. has broken its efforts down into 12 major fields of activity, designed to have an effect on both consumer and trade factors. DAY has proposed a schedule of concurrent projects of both consumer and trade character, many of which are already in progress.

The N.C.A. had prepared for those attending the meeting a special kit of discussion materials which included:

Statistical data prepared by Dr. Stier.

Memorandum of corn promotion activities already accomplished by the Consumer Service Division, and those scheduled for the weeks and months ahead.

Sample kit prepared and distributed by DAY at this week's National Farm Home Editors Association at New Orleans filled with corn promotion materials, use of which has a potential of 13½ million circulation.

Roughs of various other promotion projects by both DAY and C.M.I.

Leaflets of the Small Business Administration: (a) *Limited Loan Participation Plan*, (b) *SBA Business Loans*, (c) *Pointers on Government Contracting*.

Time-table and outline of the 12-part C.M.I. promotion program.

Cabbage Diversion Program

USDA announced October 16 that it intends to buy cabbage and assist growers in marketing their abundant supplies. Initial purchases will be made in Wisconsin and New York, where yields this season are exceptionally high and growers are having marketing difficulties, according to USDA. The program may be extended to other states if conditions justify.

The cabbage will be distributed to nonprofit school lunch programs and other eligible outlets. The quantity to be purchased will depend upon marketing conditions at the time of purchase and availability of outlets for use of the cabbage without waste.

Grades for Canned Pineapple and Pineapple Juice

Notice is given in the *Federal Register* of October 19 that the Agricultural Marketing Service of USDA proposes to revise U. S. standards for grades of canned pineapple and canned pineapple juice. The proposals would incorporate definitions and standards of identity, fill of container and minimum quality promulgated by the FDA to become effective next January 1. The proposals also include minor changes to improve and clarify Grade A (Fancy).

Any exceptions to the proposals should be filed not later than December 4 with F. L. Southerland, Processed Products Standardization and Inspection Branch, Fruit and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D. C.

Canned Foods in Child's Book

Canned foods are given prominent mention in a new illustrated textbook written by Ida Scheib for boys and girls, and entitled *The First Book of Food*. This is one in a series on various topics directed to the child audience, and prepared as "introductory, basic books to guide children's enthusiastic exploration of fields they have just 'discovered.'" More than 2 million copies have already been circulated; others in this series have been *The First Book of Words* and *The First Book of Music*.

In the preparation of this textbook, the author, a gifted writer and illustrator of juvenile texts, requested and received assistance from the N.C.A. Information Division, and this aid is acknowledged in her Preface.

The book tells how food is grown, or made, and presents the history of some of the things we eat. Readers are told, for example, how cattle are raised, how milk is pasteurized, how farmers keep chickens, and how eggs are candled. Visits to grain mills, bakeries, canneries, and other food manufacturing plants are described. The growing of various fruits and vegetables is explained as are fish processing plants. The point is stressed that canning is done at the peak of raw product perfection; food canning methods are discussed and illustrated, and the great contribution of canning to year-round food consumption is related in a special chapter entitled "Pass the Can Opener."

CCC Stocks of Dry Beans

USDA announced October 15 that all classes of dry edible beans are being withdrawn from sale by the Commodity Credit Corporation because no uncommitted stocks remain in the inventory.

CCC had approximately 1,700,000 bags of dry edible beans in its uncommitted inventory in October of 1955. Since January 1 approximately 3,487,000 bags have been committed to useful outlets—commercial export, barter contracts, the armed forces, foreign welfare, and domestic sale.

Apples and Applesauce Stocks and Shipments

Reports on canners' packs, stocks and shipments of canned apples and applesauce have been issued by the N.C.A. Division of Statistics.

CANNED APPLES

	1955–56	1956–57
	(*basis 6/10*)	
Carryover, Aug. 1	1,038,302	988,599
Pack to Oct. 1	370,932	292,674
Supply	1,409,234	1,281,273
Stocks, Oct. 1	1,015,957	758,862
Shipments during Sept.	205,207	231,485
Shipments, Aug. 1-Oct. 1	393,277	522,411

APPLESAUCE

	1955–56	1956–57
	(*actual cases*)	
Carryover, Aug. 1	2,423,750	1,833,641
Pack to Oct. 1	3,132,091	3,642,638
Supply	5,555,841	5,476,279
Stocks, Oct. 1	3,603,481	3,575,723
Shipments during Sept.	1,131,799	1,119,242
Shipments, Aug. 1-Oct. 1	1,952,360	1,900,556

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of September has been reported by the Agricultural Marketing Service of USDA at 113,465 thousand pounds, including quantities for defense.

CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL INSPECTION, SEPTEMBER, 1956

	3 Lbs. & over	Under 3 Lbs.	Total
	(*thousands of pounds*)		
Luncheon meat	8,540	8,702	17,242
Canned hams	14,974	451	15,425
Beef hash	207	6,762	6,968
Chili con carne	703	14,395	15,097
Vienna sausage	295	4,492	4,787
Frankfurters and wieners in brine	1	104	105
Deviled ham	.....	572	572
Other potted and deviled meat products	.....	2,648	2,648
Tamales	39	2,924	2,963
Sliced, dried beef	12	275	287
Chopped beef	2	1,149	1,151
Meat stew	87	6,289	6,376
Spaghetti meat products	241	6,405	6,646
Tongue (not pickled)	74	134	208
Vinegar pickled products	960	1,292	2,252
Sausage	1	677	678
Hamburger	136	2,337	2,473
Soups	796	3,028	3,825
Sausage in oil	483	323	806
Tripe	.....	345	345
Brains	.....	269	269
Loins & picnics	1,693	18	1,711
All other products 20% or more meat	328	4,838	5,167
All other products less than 20% meat (except soup)	687	12,651	13,338
Total all products	30,260	81,084	111,344

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities packed for defense agencies, was 113,465 thousand pounds.

TABLE OF CONTENTS

PAGE

Association Activities

Corn canners praise N.C.A. efforts, seek action on sales to government 327

Death

Edward E. Willkie dies; 1954 President of N.C.A. 327

Farm Program

Cabbage diversion program 329
CCC stocks of dry beans 330

Procurement

QMC requirements for apples and plums 328

Publicity

Suggestions for observing National Farm-City Week 327
Canned foods in child's book ... 330

PAGE

Research

USDA projects changes in U. S. eating habits by 1975 327

Small Business

SBA loan policies described 329

Standards

FDA order establishing standards for figs 327
Grades for canned pineapple and pineapple juice 330

Statistics

Apples and applesauce stocks and shipments 330
Pack of canned meat 330